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SUBJECT: IAEA/TC: TC RESOURCE MOBILIZATION STRATEGY AND METHODOLOGY

¶1. (U) Summary: The IAEA's Technical Cooperation (TC) Department remains bound by convention and inadequately ambitious with regard to identifying new funding sources and partnership models. TC efforts to elaborate a resource mobilization strategy reflect awareness that major contributors (especially the U.S.) are calling for innovation, but new partnerships that could bring both resources and new perspectives on development work are slow in coming. End Summary.

¶2. (U) In October 2008 IAEA Member States passed GC(52)/RES/11, Strengthening of the Agency's Technical Cooperation Activities, which included sub-para (aa): "...which proposed the establishment of a 'Delivering as One' approach for the development, financing and delivery of country programmes by all UN system organizations which may have a possible impact on the TC programme in many areas, including resource mobilization..." The IAEA's TC Partnership Team (TCPT) subsequently published a brochure of "success stories" as a tool to mobilize resources. The TCPT has also briefed some Member States on a resource mobilization strategy that rests mainly on analysis in the early stages rather than proactive fundraising.

¶3. (U) According to TCPT, the current strategic goal of TC is to "promote tangible socio-economic impact by contributing in a cost-effective manner to major sustainable development priorities". To accomplish this goal, TCPT believes the Department, in general, must:

- design and implement quality projects and programmes;
- collaborate with other institutions;
- secure needed resources;
- build TC staff capacities; and
- ensure streamlined administrative procedures are in place.

¶4. (U) For their part TCPT has briefed some Member States on a resource mobilization plan consisting of informational material, raising awareness and building support over time. Acknowledging overlap, their target audiences are Member States who already provide pledges to the TC Fund, other funding sources, scientific and development communities including NGOs, and local media. Before pursuing partnerships, the TCPT continues to focus on general awareness-raising about TC activities by promoting country/region specific success stories, thematic information on projects, and event promotion via flyers, brochures, posters, web pages, and exhibition materials. (NOTE: The brochure touting TC success stories spans 1957-2007. END NOTE.) Concurrent with the information campaign, the TCPT is also compiling donor information and analyzing current and potential partnerships. According to the resource mobilization plan, active outreach to secure funding will occur only when tangible results can be expected and there is no risk of harming the IAEA's reputation. To date, Member States are unaware of any newly established public-private partnerships.

¶5. (U) COMMENT: The cautious approach to non-governmental resource mobilization, outlined above, does not help to elevate the profile

of TC with potential donors. The Agency should be proactively seeking funding that can complement funding by Member States and lead to more coherent and sustainable projects focused on regional progress. We will also continue to encourage the IAEA to seek more opportunities to work with other international or UN organizations, especially in the areas of human health and agriculture.

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